

COFFEE MAN TALKS

Prices and Markets the Subjects of His Communication.

SUPERIOR HAWAIIAN GRADES

What the Tenderfoot Should Know. Local Production Better Than Central American.

MR. EDITOR:—In your issue of 18th, 22d and 25th of March, I notice your editorials on the coffee industry and the value of Hawaiian coffee.

In the first article you challenge the Bulletin to publish some of the account sales returned by Folger & Co., San Francisco, to some of our coffee shippers, while in another you criticize a statement, made by the same paper, that Kona coffee will command 8 cents per pound more than Brazilian.

Now, Mr. Editor, as I have been engaged in active coffee planting for over 15 years, in this country and abroad, and claim to know something about the proper preparation of the bean, for the market, and moreover as I aspire to the distinction of one of the "experienced" men whom you would desire to see annihilated; please allow me to make a few remarks and furnish some statistics and facts in regard to the true value of Hawaiian coffee in foreign markets. Although, I quite agree with you in your comments on the "boom" pest, and the misleading statements which are published in regard to coffee planting in Hawaii; I beg to differ with your views and criticisms on the value of the bean, and particularly your sneers at the "ever present experienced man" as you are pleased to term him. I have found that there are two kinds of this class in these islands. First—Those who possess the actual knowledge, acquired by many years of hard and active toil in coffee planting, and who can make their representations good on investigation. Second—Those who profess to know all about it, and talk as though they had been born and brought up under a coffee bush; but who in all probability, never saw a coffee tree before their arrival in these islands.

I venture to say that if Hawaii had possessed a few more of the despised individuals representing the first class; the value of coffee abroad would have been established long ere this, and the tons of rubbish which have been picked up, along the Kona coast in particular, would never have had an existence.

I have not seen the article in the Bulletin which you criticize in your issue of March 22d, but from the statement you refer to, I presume that paper was praising the quality of Kona coffee; and I must say I heartily endorse such an opinion.

Whether Kona coffee will command 8 cents per pound more than that from Brazil, I am not prepared to say; but of one fact I am assured, viz: that such coffee will not only command a higher price than Brazilian, but as I can show on good authority, will realize more than that obtained from the best Central American varieties. But you must bear in mind, Mr. Editor, that the coffee I have referred to is the one prepared by the experienced man, whether he possessed that experience before his arrival in this country, or acquired it here by experimenting on samples at the expense of others.

The statement you make, that Kona coffee at the normal price of Central American will pay well, is not only misleading but is inconsistent with the facts.

With the price the coffee planter of these islands has to pay for labor, as compared with that ruling in other coffee countries, in order to insure success, two conditions are necessary, viz: a greater yield from the trees and a superior quality in the bean. So far as my observation goes with the coffee trees in this district, during the past seven years, I am led to believe that both these conditions exist.

If the coffee to be finally shipped from these islands is to rank with some of the Central American varieties, then the sooner we shut up coffee planting in Hawaii the better.

The test which you suggest, and on which you express your readiness to stake money, is no test at all, so far as the commercial value of the bean is concerned. "You venture to say that if four cups of coffee be prepared using Brazilian, Salvador or other Central American with Java, and ten habitual coffee drinkers were asked to pick out the Kona (you do not mention Kona coffee in the mixture) after tasting each cup without having knowledge of the kind it contained, six out of the ten would not pick out the Kona coffee." I will go further and venture to say that not one out of the ten could tell you which was Kona, or which the Brazilian, while many out of the millions who habitually drink the so-called beverage, could not say that it was coffee at all.

Likewise with the test made with the cup of supposedly adulterated Kona coffee on the individual, who claimed to have been a coffee drinker for 40 years, and who pronounced it the most excellent cup he had ever tasted; and at once placed a high value on the bean. Had he been an habitual drinker for 140 years, the result would have been the same, his opinion would have been worth nothing in connection with the commercial value of the bean; but might have served as a good advertisement for Kona coffee.

Fortunately for the coffee planter the profits which will accrue from his years of hard work and perseverance, will

not be based on either of the tests you mention above. He had nothing to do with the varied and nasty mixtures, which are prepared and sold under the name of coffee; to be converted into that so-called cup, of a muddy consistency, one finds on one's travel throughout the world. This department is left to the dealers, who buy their coffees in the bulk, blend them, mix them, or adulterate them to suit their fancy, or the tastes of their consumers. I do not mean to say there are no honest dealers in the world, but it is a well known fact, once a demand sets in for a good genuine article, let it be coffee, tea or pickles, scores of spurious imitations will follow in its wake.

The coffee planter will sell his produce by the cwt. or ton in the open market, and the price he will realize will be decided on the merits of the bean as to size, color and uniformity; and this by experts who have made it their special business. Of course, supply and demand will always cut some figure; but it is my opinion the genuine article will invariably come to the point, and when once a name has been established for a certain brand, and the reputation for that particular brand is maintained, it will hold its own in the face of substitutes or an inferior article.

Your simile with reference to the difference of opinion between men in the coffee trade and amateurs, and that of the epicurean taste of the oyster fiend only serves to further strengthen my argument. When an inferior, in place of the genuine article, can be palmed off on those who consider themselves connoisseurs, and partaken of with relish, shows that both the opinion of the amateur and connoisseur, or habitual consumer, are of no value; and it takes the expert or experienced man after all to detect the real article and set a true value on the commodity.

From the foregoing remarks I do not wish it to be inferred that the cup quality of the bean, plays no part in the value of coffee; for most certainly this does, and any coffee which could pass a good examination on its technical merits, would possess more or less a fine aroma. At the same times this feature may be due, to some extent, from local conditions as to soil, climate and especially elevation, and not as might be supposed, entirely from the fact of superior methods employed in the preparation of the bean.

This is an item in coffee planting of which all practical planters are aware and is not only confined to countries, but to different districts in the same country, and to different localities in the same district.

In the prosperous days of Ceylon, the product of the various plantations was sold in the London market under one name, viz: "Plantation Ceylon," but entirely on the merits of the bean. Although the methods employed in cultivation, and preparation, were almost identically the same throughout the island, the prices realized were not so; the coffee from one locality commanding a higher figure than that from another, due to conditions as I have already explained. Moreover this test would be decided on the judgment of professional coffee tasters, and not habitual drinkers, as you would infer by your criticisms. It is the same in the case of tea and wine; and if the experts, especially in the latter, were to consume all the samples placed before them in the course of a day, their judgment as to values would be on a par with the 40 year coffee drinker.

A coffee tree therefore, produces sound and unsound beans; and not as you would infer, like a child's Christmas tree, loaded with an assortment of articles a few at a high figure, but the majority of small value. The sound beans represent the crop, and as I have already said, in the hands of the experienced man, will turn out coffee of a superior quality. It is classified into two or three sizes in order that the best juices may be a realized for each lot, in the different markets where such are in demand. For instance pea berry fetches a high price in Mincing Lane or the London market; while in San Francisco it is on a par with ordinary coffee. Again the London market calls for a large bold bean of a uniform size and color; whereas in the American market the smaller bean is just as highly appreciated.

The foregoing are some of the facts connected with the value of coffee, which the tenderfoot ought to know; but which apparently, neither you, Mr. Editor, nor a good many more in these islands are aware of.

In submitting the following quotations from correspondence, I have held with parties abroad on the value of coffee, I withhold all names, as I have not requested permission to publish the same. I can vouch for the authorities as being genuine, and can show the original letters to any responsible gentleman in Honolulu if desired.

"San Francisco, July 25, 1894. "The samples you mailed us of this date, are certainly very fine, the best we have ever seen of 'Kona' coffee; in fact believe the only cultivated 'Kona' that has ever come under our notice. We would be pleased to handle, in any way that would be mutually agreeable, all the coffee that you may have this, or any coming year. It must take its place in competition with Central American coffee of equal appearance, until such time as consumers shall become convinced of its merits. Ourselves we know it to be worth more money than any Central American coffee by considerable. A few consumers are also aware of the same fact, but not sufficient to warrant any trade except in a small way."

(The above is from a large well known house who handle tons of coffee.)

"San Francisco, July 3, 1894. "Judging from the small quantity of shelled coffee submitted among others; the quality at least ranks with the very best Central Americans; and if on the spot could today fetch about 22 cts. for the first separation, about the same figure for the pea berry, and proportionally lower for the seconds



WILLIAM E. GLADSTONE. This cut of England's Grand Old Man is taken from his very latest photograph and shows the venerable statesman in his 80th year. He was born December 29, 1809.

qualities, not grades, of coffee, viz: pea berry and flat bean.

Of course, through ignorance or carelessness, it is quite possible, in the process of pulping, washing and fermenting, etc., to so smash up and discolored the bean, that the percentage left which would realize 17 cts. per pound, would be very small, and the balance, would range all the way down to 6 cts. per pound. Please remember however, Mr. Editor, that this could never happen in the hands of the "ever present experienced man."

The word "grade" is a wrong term to use in connection with plantation coffee, as it designates one quality inferior to another. After the parchment has been subjected to the hulling and polishing process, it is passed through what is known as a separating machine, which classifies the coffee according to size; a very different thing from grading it.

One of the most improved and modern machines for this purpose makes the following classifications, viz: Dust, small and broken beans, small pea berries, large flat beans, large pea berries and malformed beans.

Leaving out the dust, broken and malformed beans we would have two sizes of pea berry and two sizes of flat bean; but one classification for pea berry is all that would be necessary. Now all the above samples would represent coffee of a superior quality, and there could be no such thing as a drop from 17 cts. to 6 cts. per pound for any one of them. They would all command top prices provided they be sent to the proper markets, as I shall shortly illustrate.

The word "grade" therefore, signifying an inferior and superior quality of coffee cannot be applied to "Plantation."

If you were to pick up 50 bags of Kona coffee from various ports along this coast, then your argument would hold good for you would probably find as many grades in the true sense of the word; from the fact of the numerous and varied methods employed in their preparation.

A coffee tree therefore, produces sound and unsound beans; and not as you would infer, like a child's Christmas tree, loaded with an assortment of articles a few at a high figure, but the majority of small value. The sound beans represent the crop, and as I have already said, in the hands of the experienced man, will turn out coffee of a superior quality. It is classified into two or three sizes in order that the best juices may be a realized for each lot, in the different markets where such are in demand. For instance pea berry fetches a high price in Mincing Lane or the London market; while in San Francisco it is on a par with ordinary coffee. Again the London market calls for a large bold bean of a uniform size and color; whereas in the American market the smaller bean is just as highly appreciated.

The foregoing are some of the facts connected with the value of coffee, which the tenderfoot ought to know; but which apparently, neither you, Mr. Editor, nor a good many more in these islands are aware of.

In submitting the following quotations from correspondence, I have held with parties abroad on the value of coffee, I withhold all names, as I have not requested permission to publish the same. I can vouch for the authorities as being genuine, and can show the original letters to any responsible gentleman in Honolulu if desired.

"San Francisco, July 25, 1894. "The samples you mailed us of this date, are certainly very fine, the best we have ever seen of 'Kona' coffee; in fact believe the only cultivated 'Kona' that has ever come under our notice. We would be pleased to handle, in any way that would be mutually agreeable, all the coffee that you may have this, or any coming year. It must take its place in competition with Central American coffee of equal appearance, until such time as consumers shall become convinced of its merits. Ourselves we know it to be worth more money than any Central American coffee by considerable. A few consumers are also aware of the same fact, but not sufficient to warrant any trade except in a small way."

(The above is from a large well known house who handle tons of coffee.)

"San Francisco, July 3, 1894. "Judging from the small quantity of shelled coffee submitted among others; the quality at least ranks with the very best Central Americans; and if on the spot could today fetch about 22 cts. for the first separation, about the same figure for the pea berry, and proportionally lower for the seconds

and thirds. If your friends would send a sufficient quantity of clean coffee to enable our dealers to thoroughly test the roasting and drinking quality, I have no doubt but that it would soon be in high favor here."

(The above is from a leading broker who handles large quantities of Central American and other coffees.)

"London, August 3, 1894.

"We have examined very carefully the samples sent us, and it is undoubtedly a fine color, bold and worth at the present dates quotation when cleaned fully \$104 per ton. In reply to your further enquiry we could sell any quantity, very readily of coffee of the quality of the specimen now before us. Referring to the coffee you have sent us along, since writing the above mentioned portion of this letter, we have shown the samples to other buyers and they are all very pleased with it, and we have been strongly advised by buyers of large quantities to impress upon you the wisdom of making shipments to this country. From what they say it would soon make for itself a good name, and ought to lead to a very large business to mutual advantage."

(The above from a large importing house established for over three-quarters of a century.)

"Honolulu, March 25, 1895.

"My opinion is that if these only represent a No. 2 grade there is an assured market for—, either in San Francisco or London at top rates. The bean is a bold colony one, and to the best of my memory compares favorably with the samples of Ceylon, I saw sold in Mincing Lane last year, which were eagerly sought for at 10s. per cwt. advance over the Central American grades."

(From a well known and highly respected citizen in Honolulu.)

Some prices quoted in London for samples H. C. & S. Co.'s crop, 1894:

Pea berry, 103s. at 105s. per cwt.; large flat, 98s. at 100s. per cwt.; small flat, 95s. at 96s. per cwt.

"San Francisco, January 19, 1898.

"No. 1 sample of pulped and washed parchment. No. 2 sample of pulped and washed parchment. No. 3 sample of pulped and washed parchment. These are among the best coffees we have seen from the islands, and if the coffee were here today we could get 17c. to 17½c. for it. The drink is very good, this is largely due to the complete absence of sour beans. The presence of these in island coffees hurts the flavor more than you have an idea, and likewise decreases the value 1c. to 2c. per pound. If you have picked the sour beans out of these samples and should subsequently send the coffee up with sour beans, you will find that the coffee will sell for much less price than we quote above."

"We have shown your samples to several and they seem to give the same opinion as above, and if you can prepare the coffee equal to these samples it will not pay to separate and grade down there; that is to say, you could send the flat bean and pea berry mixed, as pea berry sells for very little more than flat bean in this market."

Now, Mr. Editor, as I do not expect you to place the whole of your paper at my disposal, I will conclude, but before doing so will only say that as you desired to get at bottom facts, and instruct the tenderfoot, and others on coffee values, I thought I would furnish some particulars and statistics, which I leave to the judgment of your numerous readers. Thanking you before hand, and apologizing for the space I have taken up.

Faithfully yours,
CHAS. D. MILLER.
Kalahiki, HOOKERS, April 9, 1898.

P. S.—I forgot to mention that all the samples referred to were pulped and washed and hulled by machinery, and the only beans picked out were broken ones. The absence of sour beans referred to in one of the quotations is due to the process adopted in the fermenting and washing and not to any hand picking.

I may say that with the proper machinery, and a sufficient and under cultivation, I will guarantee to prepare any quantity of coffee equal to the samples quoted in this letter.

C. D. M.

(Mr. Miller has failed to read between the lines in our comments on "experienced men" in the coffee business. We referred and he should have seen it, to the second class of men, mentioned in his letter who call themselves experienced, and are misleading the tenderfoot. These are the men who tell fabulous stories about the yield of

the trees per acre, and then declare that the coffee will command the highest price in any market. We do believe that Mr. Miller knows as much about the business as any one living here, and he is one of the experienced men of another sort.—THE EDITOR.]

MAUI NOTES.

People who arrived from Maui ports on the Mauna Loa yesterday afternoon report very dry weather there. Matters have come to such a pass that much of the vegetation is burning.

Judge Kalua of the Second Circuit, has returned to his home in Maui after attending Court at Kailua in the place of Judge Hitchcock, unable on account of illness to attend to his duties.

Judge Kepoikai and his family will be down from Maui on the Maui, Sunday. This will bring him here in plenty of time to take his seat in the Senate on Monday morning. According to statements made by various of the passengers from Maui on the Mauna Loa, the people there are very much pleased with the election of Judge Kepoikai in the Senate.

S. Ahmi, the Kula planter, came down on the Mauna Loa for a short business trip to Honolulu.

Rep. Paris is back again from Kona, Hawaii, after a week's absence on business. He has interviewed his constituents on various matters now pending before the Legislature and will be heard from soon.

Rev. J. B. Hanalei is here from Kaula.

NOT SO FAR AWAY IN CHICAGO U. S. A.

IS THE

Greatest Mail Order House in the World.

MONTGOMERY WARD & COMPANY,

111 to 120 Michigan Ave.

WHO ISSUE SEMI-ANNUALLY THE MOST COMPREHENSIVE

GENERAL CATALOGUE

AND

BUYERS' GUIDE.

Containing 800 pages (15 by 11 inches), 11,000 illustrations, 40,000 dependable quotations, and Twenty SPECIAL PRICE LISTS, devoted to distinctive lines of GENERAL MERCHANDISE, viz: FURNITURE, AGRICULTURAL IMPLEMENTS, WAGONS AND CARRIAGES, DRUGS, MEDICINES, SEWING MACHINES, ORGANS, PIANOS, BOOKS on every subject, PHOTOGRAPHIC MATERIALS, CHILDREN'S CARRIAGES, BOOTS AND SHOES, CLOTHING, CLOAKS, DRESSES, BICYCLES, GROCERIES, HARDWARE, CARPETS, DRY GOODS, WALL PAPER, and BARBERS' SUPPLIES. Any one of these publications will be sent postpaid upon application to dwellers in foreign lands, including our "Hand Book for Foreign Buyers." Send in your request, induce your neighbors, friends and relatives to do so, and learn of our limitless facilities for filling orders expediently at minimum prices.

Goods Guaranteed as Represented or Money Refunded.

Montgomery Ward & Co.,

CHICAGO, U. S. A.

111 to 120 MICHIGAN AVENUE.

To Our Island Customers.

IT IS our intention to pay a little more attention to our mail order business than heretofore. We want you to feel that you can order from us through the mail with as much safety as if you were in the store.

Returned Goods.—We are always willing to exchange or refund money on goods bought of us which are not entirely satisfactory, when returned to us in good condition within a reasonable time after purchase, but with the distinct understanding that all such goods returned will have all charges paid.

Samples.—When sending for samples, or for information, write plainly your name and postoffice. After receiving samples, and they prove satisfactory, order quickly, and if possible make two or three selections, marking them in the order of your choice. This will prevent the delay required in sending new samples which so often happens when goods to match the sample required are sold.

Substitution.—It sometimes unavoidably happens that goods ordered are out of stock, and in such cases we take the liberty of substituting what, in our judgment, is equally desirable, both in quality and price. If not satisfactory in this case, please return at our expense. In our Grocery, Crockery and Hardware departments our stock is thoroughly complete and the range of prices is all that can be desired.

J. T. WATERHOUSE.
Queen Street.

H. Hackfeld & Co.

(LIMITED)
Are just in receipt of large importations by their iron bark "Paul Isenberg" and "J. C. Föhrer" from Europe and by a number of vessels from America, consisting of a large and

Complete Assortment of DRY GOODS

Such as Prints, Gingham, Cottons, Sheetings, Denims, Tickings, Regattas, Drills, Mosquito Netting, Curtains, Lawns.

A FINE SELECTION OF Dress Goods, Zephyrs, Etc., IN THE LATEST STYLES. A splendid line of Flannels, Black and Colored Merinos and Cashmeres, Satins, Velvets, Plushes, Crapes, Etc.

Tailors' Goods.

A FULL ASSORTMENT. Silesias, Sleeve Linings, Stiff Linen, Italian Cloth, Moleskins, Meltons, Serges, Kammingans, Etc.

Clothing, Underwear, Shawls, Blankets, Quilts, Towels, Table Covers, Napkins, Handkerchiefs, Gloves, Hosiery, Hats, Umbrellas, Rugs and Carpets, Ribbons, Laces and Embroideries, Cutlery, Perfumery, Soaps, Etc.

A Large Variety of Saddles.

Vienna and Iron Garden Furniture, Reclining & Seiler Pianos, Iron Bedsteads, Etc., Etc. American and European Groceries, Liquors, Beers and Mineral Waters, Oils and Paints, Canned Soda, Sugar, Rice and Cabbages. Sail Twine and Wrapping Twine, Wrapping Paper, Burlaps, Filter-press Cloth, Roofing Slates, Square and Arch Firebricks, Lubricating Grease. Sheet Zinc, Sheet Lead, Plain Galvanized Iron (best and 3d best), Galvanized Corrugated Iron, Steel Rails (18 and 20), Railroad Bolts, Spikes and Fishplates. Railroad Steel Sleepers. Market Baskets, Demijohns and Corks. Also, Hawaiian Sugar and Rice; Golden Gate, Diamond, Sperry's, Merchant's and El Dorado Flour, Salmon, Corned Beef, Etc.

For Sale on the Most Liberal Terms and at the Lowest Prices by

H. HACKFELD & CO. (LIMITED.)

Metropolitan Meat Company

No. 507 KING ST. HONOLULU, H. I.

Shipping and Family Butchers.

NAVY CONTRACTORS.

G. J. WALLER, Manager.

Highest Market Rates paid for Hides, Skins and Tallow. Purveyors to Oceanic and Pacific Mail Steamship Companies.

CANADIAN PACIFIC RAILWAY

The Famous Tourist Route of the World.

In Connection with the Canadian-Australian Steamship Line Tickets Are Issued

To All Points in the United States and Canada, via Victoria and Vancouver.

MOUNTAIN RESORTS:

Banff, Glacier, Mount Stephen and Fraser Canon.

Empress Line of Steamers from Vancouver

Tickets to All Points in Japan, China, India and Around the World.

For tickets and general information apply to

THEO. H. DAVIES & CO., Ltd., Agents Canadian-Australian S. S. Line Canadian Pacific Railway.

CLARKE'S B 41 PILLS Are warranted to cure Gravel, Gout, Rheumatism, and all kindred complaints. Free from Mercury. Established upwards of 30 years. In boxes 6d. each, of all Chemists and Patent Medicine Vendors throughout the World. Proprietors, The Lincoln and Midland Counties Irrig Company, Lincoln, England.

RUBBER STAMPS

AT THE GAZETTE OFFICE.